

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Pacific Clay Brick Products

#### California Manufacturing Technology Consulting

#### Pacific Clay Products Increases Sales Through Iso Quality Certification

**Client Profile:**

Pacific Clay Products, Inc. has been in business for over 100 years, making the finest brick and clay pottery available on the market today. Pacific Clay's market includes both retail and wholesale customers. Pacific Clay has 170 employees (75 percent Hispanic) and annual sales in excess of \$25 million. The company is located in Lake Elsinore, California.

**Situation:**

Pacific Clay Products wanted to become a more productive and profitable company, and concluded that the development and successful implementation of an ISO 9001 quality management system would be the quickest way to accomplish its goals. The company turned to the California Manufacturing Technology Center (CMTC), a NIST MEP network affiliate, for help developing an ISO 9001:1994 Quality System.

**Solution:**

CMTC started the project in February 2000 with a quality standard overview for Pacific Clay Products' management team and employees. Working with key management personnel, CMTC developed a project plan for the successful implementation of a quality system. CMTC facilitated the creation of a quality management system manual; development of proper procedures; and the creation of forms to support procedures as required. CMTC also gave guidance to department supervisors to make sure procedures were in harmony with current floor practices, and helped them meet the requirements of the ISO standard. Finally, CMTC assisted in the final selection of a third-party registrar to conduct the qualifying audit.

Though the primary objective of the project was to prepare for ISO certification, Pacific Clay Products also made process improvements to increase the effectiveness of its operations, improve product quality, reduce cycle time, and improve productivity. The project was completed in July 2001, and Pacific Clay Products received its ISO 9001:1994 certification in August 2001.

**Results:**

Achieved ISO certification in August 2001.

Retained existing sales of \$27 million and increased sales by \$500,000 within 12 months.

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Retained all 164 positions and added 6 new employees.  
Received a 2.5:1 return on the total investment of \$238,200.  
Reduced scrap and rework costs by \$100,000 annually.

### **Testimonial:**

"The California Manufacturing Technology Center made a promise to Pacific Clay Products, and kept that promise. It's always been up to us, but with CMTC's help we now have the quality system to accomplish what we set out to do."

Rhonda Culbertson, ISO Coordinator